

Univision Radio
Houston / Texas

KLTN 102.9 FM
KOVE 106.5 FM
KLAT 1010 AM
KRTX 980 AM
KQBU 93.3 FM
KPTY 104.9 FM
KOB T 100.7 FM

Prepared by:
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Enclosed is the information regarding our Local community efforts. If you have any questions please feel free to contact me at 713-407-1474. Local Programming: (From July 1, 2003 through June 30, 2004)

Local News Coverage/Reports

In all of our 7 Radio Station in the Houston Market (KLTN 102.9 FM, KOVE 106.5 FM, KLAT 1010 AM, KRTX 980 AM, KQBU 93.3 FM, KPTY 104.9 FM, KOB T 100.7 FM) during their respective morning shows, all programs have segments that focus on local news. This is done on a daily basis from Monday until Saturday. KLAT 1010 AM, aired until January 2004 "Noticias 1010" from 6am till 6pm, news segments with a special emphasis on local news. Segments ran every half hour. During broadcast of news, well known community leaders, politician, and Houstonians in general were interviewed to use them as sound bites to be included on reports. In January 2004 on KLAT 1010 AM, the program "Hoy" with Rolando Becerra was included on its programming. The program which airs Monday through Friday from 6:00 till 9:00 am and simulcasts on San Antonio and Dallas, Texas, is dedicated mainly to news. The program informs the audience about breaking news, local, state wide, around the country and around the world. The purpose of the program is to inform and then get feedback through opinions and discussions from the audience in an interactive manner. Local news is also part of the format of the program "La Voz del Pueblo" with Renzo Heredia, having especial emphasis on local Houston news. News segments are at top of the hour and along the program if breaking news occurs. Programs air Monday through Friday from 9:00 till 10:00 am.

Public Affairs Programming

All 7 radio stations in the Houston market (KLTN 102.9 FM, KOVE 106.5 FM, KLAT 1010 AM, KRTX 980 AM, KQBU 93.3 FM, KPTY 104.9 FM, KOB T 100.7 FM) provide listeners Public Affairs Programs on daily and weekly basis. The emphasis is to promote and expose local non-profit organizations. Guests that participate on community affairs programs take the opportunity to invite the audience to contact them for further information and assistance.

The following is the complete list of all Community Affairs Programs that air in the Houston market:

RADIO STATION	PROGRAM	DATE/TIME
• KLTN 102.9 FM	"En la Comunidad"	Sunday 6:00-6:30 AM
• KOVE 106.5 FM	"En la Comunidad"	Sunday 6:00-6:30 AM
• KOBV 93.3 FM	"En la Comunidad"	Sunday 6:00-6:30 AM
• KOBT 100.7 FM	"En la Comunidad"	Sunday 6:00-6:30 AM
• KRTX 980 AM	"Tejano Comm Corner"	Sunday 6:00-6:30 AM
• KPTY 104.9 FM	"Party Comm. Corner"	Sunday 6:00-6:30 AM
• KLAT 1010 AM	"La Voz del Pueblo"	Mon-Fri 9:00-10:00 AM

On KLAT 1010 AM on the program "La Voz del Pueblo" on Fridays, the host, Renzo opens a segment called "Informacion y Ayuda" (Information and Help) during this segment, listeners from Houston are asked to call in and explain their situation, or problems that deal with domestic violence, sex abuse, immigration issues, education, health, etc, then he refers them to different local, state, or federal offices as well as non-profit organizations so they can seek out help.

Emergency Information

On June 6 2001 the city of Houston was hit by tropical storm Allison which dumped 36 inches of rain on parts of the city, killed 22 people and caused more than \$5 billion in damage. On the very same day that the city of Houston and its surroundings became practically on a standstill, all 6 radio stations, (KLTN 102.9 FM, KOVE 106.5 FM, KLAT 1010 AM and 100.7 FM, KRTX 980 AM, KQBU 93.3 FM, KPTY 104.9 FM,) on a simulcast broadcast kept the community informed with the latest events. This gave the community the opportunity to interact with on-air personalities and ask questions regarding aid. In another instance, KLAT 1010 AM provided information to the community with a special coverage on the initial part of the war in Iraq. Throughout the initial coverage we broadcasted jointly with KXLN Channel 45 Univision with last minute breaking news and covered the deployment of local troops

Public Service Announcements

All 7 stations in the Houston market (KLTN 102.9 FM, KOVE 106.5 FM, KLAT 1010 AM, KRTX 980 AM, KQBU 93.3 FM, KPTY 104.9 FM, KOBT 100.7 FM) air PSA's that are of local interest to the Hispanic community. From the period of July 1, 2003 through June 30, 2004 each station aired the following:

Name of Station	Amount of PSA's	% Locally Oriented
1. KLAT 1010 AM	200	95%
2. KLTN 102.9 FM	98	92%
3. KOVE 106.5 FM	108	92%
4. KOBV 93.3 FM	100	95%
5. KOBT 100.7 FM	100	95%
6. KRTX 980 AM	66	95%
7. KPTY 104.9 FM	99	95%
Total 771	Local %	94.14

Political Programming

KLAT 1010 AM of Univision Radio and the National Association of Latino Elected and Appointed Officials Educational Fund (NALEO Educational Fund) jointly participated on The Voces del Pueblo Program was kicked off in Houston for the 2001 and 2003 municipal elections. The first phase of our program was to hold a voter registration drive. Community members were reminded and encouraged to register to vote through a series of public service announcements and through voter registration drives. The second phase of the program consisted of three voter forums, conducted in collaboration with Latino residents from the communities of North, Southeast, and Southwest Houston. This phase of the campaign served to identify the issues and concerns that are most paramount for Latino voters and residents with respect to the 2001 municipal elections, to inform the candidates for mayor and other major offices about the concerns of Latino voters, and to increase Latino voter participation through voter education. Five issues emerged as most important to Latino voters in the City of Houston with relation to the 2001 municipal elections: Education, Government Access, Public Safety, Public Services, and Transportation.

The third phase of the Voces del Pueblo Campaign, in response to the issues identified by Latino voters through the forums, was to co-host a Mayoral Forum, with the top three candidates for mayor. We also co-hosted "electronic radio town hall meetings" with the top three mayoral candidates, on KLAT La Tremenda 1010 AM, in partnership with Hispanic Broadcasting Corporation. Candidates addressed questions based on the issues identified by Latino voters through the voter forums.

The fourth and final phase of the program was designed to involve disengaged Latino voters by inviting them to vote on November 6th, 2001 through a targeted GOTV effort. Overall, we targeted about 50,000 Latino voters with a low propensity to vote. Renzo Heredia then, News Director for KLAT 1010 AM, participated as a panel member in the historic Gubernatorial Democratic debate between Dan Morales and Tony Sanchez, setting a precedent in the history of the state of Texas where a political debate was done on its entirety in Spanish. The debate was aired on PBS in the City of Dallas and different cities in the state of Texas.

Promotion of Local Talent

KLTN 102.9 FM has implemented on their programming a full hour that is dedicated exclusively to promote talent from the City of Houston. This innovative program focuses on the effort to support the work of new artists; this initiative allows them to showcase their artistic and musical talents. The city of Houston is also home of some of the bands that our radio stations have supported. Such is the case with the band that played during halftime of XXXVIII SuperBowl Houston's Latin sensations Walter Suhr and Mango Punch. Who joined country music superstars Toby Keith and Willie Nelson for the Super Bowl XXXVIII pre-game show entitled "Welcome to Houston -- The Spirit of Texas" on Sunday, Feb. 1, at Reliant Stadium in Houston, Texas. Houston was home to the Super Bowl for the second time in history, the first coming 30 years ago. The pre-game show spotlighted the local musical talents, as well as the spirit, hospitality and unity of the great city of Houston and the state of Texas. Another local talent is Eillen Faxas a local reporter who has ventured in the entertainment business. Univision Radio also invites local school bands to participate in our annual celebration "Cinco de Mayo" and Fiestas Patrias" as well as local talent raging from pop, hip-hop, Regional Mexican, etc. Also along with Univision Channel 45 we have segments called "Latino y Caliente" that air every Thursday in their newscast that also promote local talent.

Non-programming Localism

Station's Sponsorships or Support of Local Events, Causes or Charities

All 7 stations in the Houston market (KLTN 102.9 FM, KOVE 106.5 FM, KLAT 1010 AM, KRTX 980 AM, KQBU 93.3 FM, KPTY 104.9 FM, KOBT 100.7 FM) participate and sponsor many community events. Our two main annual events, the celebration of Cinco de Mayo in May and Fiestas Patrias in September, is where all of our stations gather different local organizations to interact with the Hispanic Community. In these events that are held in the George Brown Convention Center and the Reliant Center, attract over 80, 000 visitors. Below are listed (individually) the community events, causes and charities that our radio station in the Houston market have participated in:

KPTY 104.9 FM

SAT 8.09.03 10a-3p WB39 Immunization Drive
Boys & Girls Club Airline Shell Unit
1520-A Airline Dr.

THU 8.28.03 5a-12p Spirit of Houston Blood Drive 2727 Allen Prkwy
 American General Building
 THU 8.28.03 12p-5p Spirit of Houston Blood Drive 2727 Allen Prkwy
 American General Building
 WED 9.10.03 11a-1p Education Drive UofH Recruitment Week
 UC 1st Floor/Arbor
 SAT 9.20.03 2p-4p Voter Registration Drive Crunk-the-Vote
 Sharpstown Mall - Main Entrance
 THU 10.23.03 11a-1p (Drug Awareness)
 Jackson Middle School 5100 Polk
 SAT 10.25.03 2p-4p
 United Car Show/Health Fair 8427 Mesa Rd
 SAT 10.25.03 2p-4p
 Early Voting Celebration HCC - Southeast Campus
 6851 Rustic (I45 @ Woodridge Exit)
 SAT 11.15.03 3p-5p Latino Expo/Job Fair George R. Brown
 SUN 11.16.03 12p-1p Job Fair/ Business Fair Latino Expo
 George R. Brown
 THU 11.27.03 8a-12p Washington Mutual
 Thanksgiving Day Parade Downtown Corner
 Texas at Austin
 THU 1.15.04 6:30p-
 7:30p
 Martin Luther King Celebration The Rothko Chapel
 1409 Sul Ross
 Montrose near Alabama
 SUN 1.18.04 5a-9a HP Houston Marathon Party City (Parking Lot)
 I-10 on Studemont
 WED 1.21.04 7a-12p WB/HEB Blood Drive HEB ~ Gulfgate Mall
 WED 1.21.04 12p-5p WB/HEB Blood Drive HEB ~ Gulfgate Mall
 TUE 2.03.04 10a-12p
 iCaramba College Tour/Education drive University of Houston - Downtown
 SAT 2.07.04 10a-11a American Heart Association
 Go Red for Women 6102 Scott St. (Hwy 288 & OST)
 SAT 2.28.04 8a-3p Job Fair
 Houston Hispanic Forum GRB
 FRI 3.05.04 6-8p (Fundraiser for Youth Sports)
 Tux & Tennis Banquet Garden Village Park
 6720 S. Haywood
 SAT 3.13.04 10a-1p
 St. Patrick's Parade Downtown
 Start: Minute Maid Park
 SUN 3.14.04 11a-3p Van Hit:
 St. Patrick's Parade FM 1960 at Champions Forest
 SAT 4.03.04 9a-
 6:30p BP Houston Children's Fest/Health Fair Downtown ~ Houston

 SUN 4.04.04 9a-
 6:30p BP Houston Children's Fest/Health Fair Downtown ~ Houston
 WED 4.14.04 11a-2p
 Student Diversity Appreciation TSU Campus:
 Parking Lot E/Breezeway
 SAT 4.17.04 8a-8p International Festival Reliant Park
 MON 4.26.04 1:15p-
 3:15p H.I.S.D. (TAKS Pep Rally)/Education Drive Bonham Elementary
 FRI 5.07.04 3p-5p (Goodwill Good Neighbor Day) Fight against crime
 Tidwell & Parker

SAT 5.15.04 10a-12p
 Department of Labor (Job Fair) Greenspoint Mall
 TUE 5.18.04 3p-5p (AIDS Awareness)
 Donald R. Watkins 4900 Fannin
 FRI 5.21.04 7a-9a
 Blood Center/Univision Blood Drive Bank One Parking Lot
 FRI 5.21.04 3p-5p
 Blood Center/Univision Blood Drive Bank One Parking Lot
 THU 5.27.04 11a-1p
 Expo Comercio Latino GRB Convention Center
 FRI 6.11.04 9a-5p (Health Fair)
 Gallery Furniture 45N Tidwell & Parker
 SAT 6.12.04 10a-12p
 Dia de la Familia/Health Fair Ripley House
 4410 Navigation
 FRI 6.25.04 12p-2p City of Houston Health Fair Magic Johnson
 Theaters
 400 Northline Mall
 FRI 6.25.04 2p-4p City of Houston Health Fair Power Center
 12401 S. Post Oak Rd @ S. Main
 SAT 6.26.04 6p-11p
 Gay Pride Parade 1818 Marshall St. ~ Unit 116

KOBT 100.7 FM

KOBT MON 1.12 7a-5p
 12p-3p
 Blood Drive Bank 1 Parking Lot
 KOBT SUN 1.18 6a-12m
 Houston Marathon 101 Studemont
 KOBT SAT 2.07 10a-11a
 American Heart Association HEB
 1630 Spencer Hwy
 Pasadena, TX
 KOBT FRI 5.21 11a-1p
 Blood drive Bank One parking lot
 KOBT THU 5.27 1p-3p
 Expo Comercio Latino GRB Convention Center
 KOBT FRI 6.11 9a-5p Promotional Hit
 Hispanic Health Fair Gallery Furniture
 45N @ Tidwell and Parker
 KOBT SAT 6.26 7p
 Gay Pride Parade 1818 Marshall Street Unit 116
 KOBT MON 7.26 10a-12p
 Blood Drive Bank One Parking Lot
 2003
 KOBT WED 8.06 11:30a-1p Promotional Hit

Astros Baseball Clinic Boys and Girls Club
 Holthouse unit
 2411 Canal , 77003
 KOBT THU 8.28 530a-6:30p
 Spirit of Houston blood drive American General Bld.
 2727 Allen Parkway
 Entrance 4
 KOBT TUE 9.09 12p-8p SE Texas Business
 Expo Beaumont Civic Center
 KOBT WED 10.15 2p-4p
 City of Houston HIV Magnolia Multi-Service Center
 7037 Capitol, Houston
 KOBT THU 11.27 8a-12n
 Thanksgiving Parade Downtown

KOVE 106.5 FM

			"Blood Drive"	Bank One parking Lot
THU	8.07	5p-9p	Westin Oaks Hotel	
			"Women's conference"	in galleria
THU	8.28	5:30a-6:30p	American General Bld.	
			Spirit of Houston blood drive	2727 Allen Parkway
			Entrance 4	
MON	9.22	10a-6p	Wildcat Golf Club	
			Go Tejano Golf Tournament	12000 Almeda Rd.
			Houston, Tx 77045	
SAT	10	6a-11a	Set up on Richmond between South Post Oak and	
			Sage.	
			Komen Race 4 the cure	
SAT	11.2	2p-4p	George R. Brown	
			Latino Expo/Job Fair	
THU	11.3	8a-12n	Downtown	
			Thanksgiving Parade	
2004				
MON	1.12	7a-5p	Bank 1 Parking Lot	
		7a-10a	Blood Drive	
FRI	2.06	9:45a- 10:30a	City Hall	
			American Heart Ass.	Downtown
SAT	2.07	10a-11a	HEB	
			American Heart Association	10100 Beechnut
			Houston	
SAT	4.03	12p-7p	Downtown Houston	
			Children's Festival/Health Fair	
SUN	4.04	12p-7p	Downtown Houston	
			Children's Festival	
SUN	4.25	9a-12p	U of H	
			March of Dime	
			Walk America	
FRI	5.21	7a-9a	Bank One parking lot	
			Blood Drive	
THU	5.27	12p-2p	GRB Convention Center	
			Expo Comercio Latino	
FRI	6.11	9a-5p	Gallery Furniture	
			Hispanic Health Fair	45N @ Tidwell and Parker

KRTX 980 AM

KRTX	THU	11.3	7a	Washington Mutual Corner of Fannin & Capitol	
				Thanksgiving Parade	
KRTX	SAT	3.27	8a-11a	2nd Annual	Tom Bass Park
				Asthma Walk	
KRTX	SAT	5.01	7A	LULAC Downtown	
				Cinco De Mayo Parade	
KRTX	FRI	5.21	1p-3p	Blood Center / Univision	Bank One parking lot
				Blood Drive	
KRTX	THU	5.27	5p-7p	GRB Convention Center	
				Expo Comercio Latino/Job Fair Booth #23 next ot the main	
				Stage!!!	
KRTX	FRI	6.11	8:30p-10:30	Revelo por la vida	Austin High School
				American Society	1700 Dumble 77023
KRTX	SAT	6.12	9a-11a	Dia de la Familia	Ripley House
				4410 Navigation	77011
KRTX	THU	11.3	7a	Washington Mutual Corner of Fannin & Capitol	
				Thanksgiving Parade	
KRTX	SAT	3.27	8a-11a	2nd Annual	Tom Bass Park
				Asthma Walk	
KRTX	SAT	5.01	7A	LULAC Parade	Downtown
				Cinco De Mayo Parade	
KRTX	FRI	5.21	1p-3p	Blood Center / Univision	Bank One parking lot
				Blood Drive	
KRTX	THU	5.27	5p-7p	GRB Convention Center	
				Expo Comercio Latino	Booth #23 next ot the main
				Stage!!!	
KRTX	FRI	6.11	8:30p-10:30	Revelo por la vida	Austin High School
				American Society	1700 Dumble 77023
KRTX	SAT	6.12	9a-11a	Dia de la Familia	Ripley House
				4410 Navigation	77011
KRTX	THU	7.17	9a-2p	Eastwood Community	
				Health Fair Center	
				5020 Harrisburg	
KRTX	THU	8.14	10a-2p	6001 Gulf Frwy	
				AAMA Multipurpose	
				Education Center	
KRTX	THU	8.28	5:30a - 6:30p	Channel 11 Blood Drive	2727 Allen Parkway
				Wartham Tower	
KRTX	SAT	9.27	10a-12p	Twin Oaks Mutual Housing Community	
				3222 Pasadena, Blvd	
				Pasadena Tx	77503
KRTX	SUN	11.2	12p-3p	National Council	Latino Expo 2003

of La Raza GRB Convention Center

KLAT 1010 AM

THU	8-14-03	1a-12p	AAMA Education Center	6001 Gulf Freeway
THU	8-28-03	5:30p-6:		